

## REMARKS

Reconsideration of the above-identified Application is respectfully requested. Claims 1 - 5 and 7 - 9 are in the case. Claim 1 has been amended. Claims 6 and 10 - 15 have been canceled.

Regarding the rejection of Claims 1 and 6 under 35 U.S.C. § 102(b) as allegedly being anticipated by Hamzehdoost et al., Claim 1 has been amended to overcome the rejection, with Claim 6 having been canceled, thus rendering this rejection moot with respect thereto. Claim 1 now recites a transponder chip assembly including a flexible baseplate and a flexible cover, and including a layer of a conductive material applied to the baseplate and arranged to around the transponder chip to form an aerial *occupying a relatively large surface area as compared with the transponder chip so as to provide pressure-relief for the transponder chip*. Support for this limitation is found in the Specification in paragraph [0017], last sentence. This expedient makes the claimed invention suitable for use as a so-called smart label. This also clearly distinguishes from Hamzehdoost et al. who recite a rigid structure, with no teaching or suggestion of need for, or means for stress relief. The other art of record is even less relevant. For example, while Loeffler et al. show a transponder, they provide no teaching or suggestion of stress relief. It is therefore respectfully submitted that for the above reasons Claim 1 is neither anticipated nor rendered obvious by Hamzehdoost et al. nor, indeed, by any of the art of record whether considered individually or in any combination. Wherefore reconsideration and withdrawal of this rejection are respectfully requested.

Regarding the rejection of Claims 2 - 5 under 35 U.S.C. § 103(a) as allegedly being anticipated by Hamzehdoost et al. in view of Nakaoka et al., Claim 1 has been amended to overcome this rejection, with Claims 2 - 5 each depending, directly or indirectly from Claim 1. The reasons for the allowability of Claim 1 over Hamzehdoost et al. are set forth above. Nakaoka et al. fails to cure the deficiencies of Hamzehdoost et al. Nakaoka et al. apparently relates to a three dimensional

device, and was cited for the alleged teaching of a filler material. Like Hamzehdoost et al., it neither teaches nor suggests a conductive material applied to the baseplate and arranged to around the transponder chip to form an aerial occupying a relatively large surface area as compared with the transponder chip so as to provide pressure-relief for the transponder chip. The other art of record is even less relevant. It is therefore respectfully submitted that for the above reasons Claim 1 is neither anticipated nor rendered obvious by Hamzehdoost et al., nor by Nakaoka et al., nor, indeed, by any of the art of record whether considered individually or in any combination. Claims 2 - 5 depend from Claim 1 and so are allowable as well for the same reasons, as well as for the additional limitations found therein. Wherefore reconsideration and withdrawal of this rejection are respectfully requested.

Regarding the rejection of Claims 7 and 8 under 35 U.S.C. § 103(a) as allegedly being anticipated by Hamzehdoost et al., Claim 1 has been amended to overcome this rejection, with Claims 7 and 8 each depending, directly or indirectly from Claim 1. The reasons for the allowability of Claim 1 over Hamzehdoost et al. are set forth above. The other art of record is even less relevant. It is therefore respectfully submitted that for the above reasons Claim 1 is neither anticipated nor rendered obvious by Hamzehdoost et al. nor, indeed, by any of the art of record whether considered individually or in any combination. Claims 7 and 8 depend from Claim 1 and so are allowable as well for the same reasons, as well as for the additional limitations found therein. Wherefore reconsideration and withdrawal of this rejection are respectfully requested.

Regarding the rejection of Claims 9 - 11 under 35 U.S.C. § 103(a) as allegedly being anticipated by Hamzehdoost et al. in view of Loeffler et al., Claim 1 has been amended to overcome this rejection, with Claim 9 depending from Claim 1, and Claims 10 and 11 have been canceled, thus rendering this rejection moot with respect thereto. The reasons for the allowability of Claim 1 over Hamzehdoost et al. are set forth above. The patent to Loeffler et al. fails to cure the deficiencies of Hamzehdoost et al., for the reasons set forth above. The other art of record is

even less relevant. It is therefore respectfully submitted that for the above reasons Claim 1 is neither anticipated nor rendered obvious by Hamzehdoost et al., nor by Loeffler et al., nor, indeed, by any of the art of record whether considered individually or in any combination. Claim 9 depends from Claim 1 and so is allowable as well for the same reasons, as well as for the additional limitations found therein. Wherefore reconsideration and withdrawal of this rejection are respectfully requested.

Regarding the rejection of Claims 12 - 15 under 35 U.S.C. § 103(a) as allegedly being anticipated by Hamzehdoost et al., Nakaoka et al. and in view of Loeffler et al., these claims have been canceled without prejudice as essentially duplicative of what is now set forth in Claims 1-5 and 7-9 with the amendments made to Claim 1 herein, thus rendering this rejection moot. Wherefore reconsideration and withdrawal of this rejection are respectfully requested.

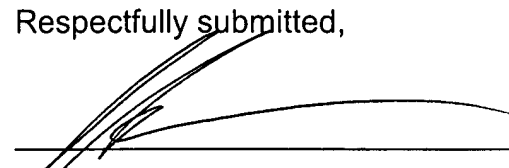
It is respectfully submitted that the claims recite the patentably distinguishing features of the invention and that, taken together with the above remarks, the present application is now in proper form for allowance. Reconsideration of the application, as amended, and allowance of the claims are requested at an early date.

While it is believed that the instant amendment places the application in condition for allowance, should the Examiner have any further comments or suggestions, it is respectfully requested that the Examiner contact the undersigned in order to expeditiously resolve any outstanding issues.

To the extent necessary, the Applicants petition for an Extension of Time under 37 C.F.R. §1.136. Please charge any fees in connection with the filing of this paper, including extension of time fees to the Deposit Account No. 20-0668 of Texas

Instruments Incorporated.

Respectfully submitted,



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